We Celebrate



Our Silver Anniversary

THE DIGGER
Vol. 24 — No. 13
MAY, 1969



E. A. PICKERING

I well recall the discussions which I had with the executive of the Social Club which led to the formation of The Digger under its first editor, Eric Fletcher.

In the intervening years, The Digger has recorded the growth of Simpsons and Simpson-Sears and has published a lively and intimate chronicle of the events and personalities of a quarter century. It has been a medium of greatly needed communication between company and employees and has been a source of information and inspiration to thousands of readers. Through its contribution to morale, it has been one of the factors which have made Regina one of the Company's leading profit producers.

The Digger inspired the creation of 411-413 Roundup, West-Word, and The Golden Boy, and it is my hope that before too long its example will lead to a national company-wide publication.

I feel personally grateful to the members of the successive editorial committees, who have worked so hard over the years to make The Digger a meaningful part of life in Regina. I am confident it will continue to enjoy excellent editorial direction and reader response in the years ahead.

E. A. Pickering

March 25, 1969.

THE DIGGER 1944 - 1969

In June 1944, a customer wrote in for a mouth organ and by mistake received a flash light. In writing back to our Company, he said "If you can tell me how to blow this thing, I'll keep it." In 1969, a customer ordered a shotgun and received a freezer. 25 Years later we hadn't changed very much, or had we?

Those early Diggers, averaging some 8 pages in size, were packed with the same type of entertainment and news which earmark our Digger of today. One main feature of those books, fortunately not necessary today, was the letters from overseas and the welcoming home of those who served in the Second World War.

One of the big events of 1944 was the planting of the employee gardens on what is now the employee parking lot behind the Simpsons-Sears plant. Unfortunately the boom of the auto industry flattened the potato patches and Joe Herman was never again to receive acclaim for his fine spuds.

1969 gave us a rough winter but not as rough as '47 when our delivery trucks were required to shunt employees to and from work. Flooding was a problem in that same year as well as it may be again this year.

1947 produced two stars – June Kowalchuk became a singing sensation, and Adam Faul became a boxing sensation. Both were Simpsons employees.

In 1949, Regina Retail Superintendent W.A. Farr was promoted to the post of Vancouver Operating Manager. Obviously he performed his duties in Vancouver to everyone's complete satisfaction and earned the right to return to Regina and succeed Mr. F.E. Reid as General Manager.

Girls and guys were much the same in those early years as they are today. When a daughter informed her father that she had a new beau, her fathers' first response was, "Does he have any money?" The daughter replied, "You men are all alike – he asked me the same question about you!"

In April 1950, three floors were opened at the 11th Avenue store making Simpsons the most modern store in the West. Mr. E.G. Burton presided at the opening.

Diggers during the next few years highlighted the opening of many Order Offices throughout the Prairies. Such offices as Winnipeg, Prince Albert, Saskatoon and Medicine Hat were spotlighted as future winners as indeed they were.

January 8, 1953 was the birthdate of the new Simpsons-Sears mail order stores. Mr. E.G. Burton was named President and Chief Executive of the new Company.

The early 50's were the Dobberville years when the great Glen Dobbs took Regina fans and the Saskatchewan Roughriders all the way to the Grey Cup. Though they were denied the Cup, the Club gathered the momentum that raised it to its present high esteem.

Service was still the key word in 1959. This was evident by a letter to Mr. Harry Amell, Catalogue shopping, from the office of the Prime Minister of Canada, thanking Harry and his staff for the extra effort that they put forth in obtaining a special suitcase desired by the Prime Minister. Lou Daze was similarly honored by the Manager of Stampede Motors in Calgary for the fine job of salesmanship displayed by Lou in making a sale to that gentleman.

In 1960, Miss Erin Britton won the title of Miss Saskatchewan Wheat Queen. Erin was a lovely Queen and well deserved the title and the Florida trip which was the winner's prize. No less lovely is our Queen candidate for this year, Miss Doreen Piasta, whom we know will win this years contest with the fine support of both Simpsons and Simpsons-Sears.

The Diggers provide an interesting and stimulating study of the growth of Simpsons and Simpsons-Sears since 1944. Where we will be in 1994 on our 50th anniversary nobody knows, but we do know for sure that the Digger will still be there, telling the story as it is and will still remain the most popular publication of its kind in Canada.

MARRIAGES



Miss Shirley Wilson, General Accounting, to Mr. Brian Leifso, on April 5, at Assiniboia, Sask.

Miss Pat George, to Mr. John Neil, on March 10, 1969.

HOSPITAL

Mr. C.M. Meston, Assistant Manager D 858 – General

Mrs. Margaret Millig, General Accounting – Grey Nuns'

Mr. R.L. Stevenson, Store Supervision Assistant – Grey Nuns'

Mrs. Betty Kristoff, Assistant Manager D 833 – General

Mrs. Madeliene Gagnier, Assistant Manager D 836 – Grey Nuns'

Miss Helen Pihach, D 885 – General

Mrs. Lois Stinson, Tel. and C.O. – Grey Nuns'

Mr. Michele Zumpano, M.C.A. Wkrm – General

Mrs. Kathleen Fink, D 807 – General

Mr. Jim Lanigan, D 853 Wkrm – Grey Nuns'

Mrs. Eva Carlson, D 897 – General

Mrs. Kay Gross, Manager Dept. 842 – Grey Nuns'

Mr. Len Haryett, Store Security – General

Mrs. Ethel Hazell, Customer Accounts

Mrs. Ann Robins, Customer Records

Mrs. Ann Hall, 187 P

Mrs. Hilda Silzer, Group One

Mr. Ed Mayer, Drivers

Mrs. Bessie Davidson, Returns

Mr. Vince Folk, 156

Mrs. Effie Horn, 150

Mrs. Janice Hofer, Customer Records

Mrs. Sharon Roesslein, Customer Records

Mrs. Doris Street, Customs

Mrs. Elizabeth Fitzharris, Esterhazy C.S.O.

Mr. Ira Wiley, Receiving

Mrs. Emily Stevenson, Telephones

Mrs. Nettie Peachy, Telephones

BEREAVEMENTS

Miss Velma Phillips, D 802 – by the death of her brother J.R. Phillips on March 11, 1969, at Aylmer, Ontario.

Mrs. Jean Peden, Manager Swan River C.S.O. by the death of her father, February 27th

Mrs. Kay Zohner

Department 807, Hosiery, are deeply grieved at the passing of their section head, Mrs. Kay Zohner, who died March 13th in the Regina General Hospital after a lengthy illness. She will always be remembered by the Staff and Management. Kay was loved, respected and admired by her own department and by the Staff throughout the store.

She leaves to mourn her, her husband, Hugo, one daughter at home, Beverly, age 18, and one married daughter, Mrs. Jean Wolbaum, Regina. Funeral services were held at the Little Flower Church, Saturday, March 15th, 1969.

Mr. John Lipp

The staff of the warehouse are deeply grieved by the passing of Mr. John Lipp, the Lino and Tile Mechanic of Department 846. John joined the Company in October 1967. John was loved and respected by the staff and will be long remembered by the staff and management. He leaves to mourn him, his wife Jene, and three sons.



W. A. FARR

The 25th Anniversary of The Digger is a significant milestone in its history. It has helped further a liaison between the employees of Simpsons and Simpsons-Sears, as well as between management and staff. Its strength depends on material that is made available to the reporters, and the careful consideration and direction of the editors.

I am pleased to have this opportunity to congratulate all those who have fulfilled these roles so capably in the past, and look forward to further success under the leadership of Mr. Brunt and his successors.

8.4.69



WE
WELCOME

RICHARD TERRY

TO THE

25 YEAR CLUB

"Dick" was born at Grayson, Sask., moving to Rouleau when he was five years old and on to Regina when he was thirteen. His first job with the Company was in the Receiving Department. In 1941 he joined the Air Force as an Engine Mechanic, spending much of his time in England. Upon receiving his discharge in 1945, he rejoined the Company in the Packing Department.

In 1946, Lou Riley selected him as a driver and he has been there since.

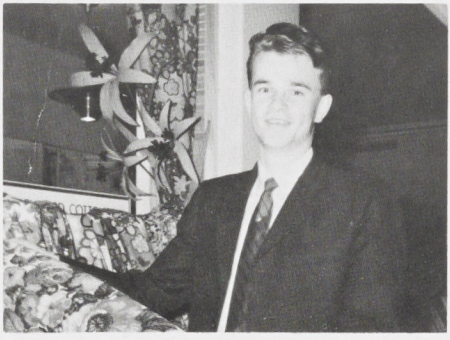
Dick enjoys all sports but his favorite is golf and is a regular member of the Simpsons & Simpsons-Sears Golf League. We are told that "Dick" plays a real tough game and shoots in the low 80's.

Congratulations Dick, and the best wishes on your Anniversary.

APPOINTMENTS



Mr. Garth H. Parkinson is appointed Catalogue Merchandiser effective April 7, 1969. He has been assigned to D/24 located on the 4th Floor.



Mr. Gordon L. Grimes – Buyer Assistant, Department 850 – Floor Coverings.

Simpsons Downtown Regina MORE FOR YOUR MONEY SALE



Mrs. Helen Karamajanes, Coffee Shop, is shown in the accompanying picture being presented $100.00 by Mr. J. D. Smith. Helen was the lucky winner of the $100 Employee Shoppers prize, during Simpsons More For Your Money Sale.



Mrs. Aileen Toddington, Dept. 844, is shown in the accompanying picture being presented $25.00 by Mr. J.D. Smith. Aileen was the $25 winner who sold the winning car ticket, during Simpsons More For Your Money Sale.

EMPLOYEE SHOPPER'S PRIZE



CAR PRIZE WINNER

Mr. J. A. Scobie (left), 2710 Argyle Street, is shown receiving the keys of the new 1969 Cougar from Mr. J. Duncan Smith. Mr. Scobie qualified as prize winner in Simpsons More For Your Money Sale by correctly answering three questions on the car-award broadcast March 29 over CKCK radio. Congratulations, Mr. Scobie.

Social Scene



with GARRY

On March 7th, the staff of the Lingerie Department presented Mrs. Mary Binfet with a corsage and two pieces of Crystalware on the occasion of completion of twenty-five years with the Company. Mary also received many other lovely gifts from friends both in and out of the store.

Mr. Arnold Hodgins escorted Mary to the street floor for the presentation of twenty-five red roses and a lovely watch. Presentation was made by Mr. Wilson, in the absence of Mr. D. Smith, who was unable to attend on account of illness. Mr. and Mrs. Binfet entertained, in the evening, the staff of Department 842 and other friends and relatives, at the Cavalier Room, La Salle Hotel, with refreshments and a delicious dinner. Everyone had a very pleasant time.

Larry Hrycha was recently presented with a sweater by Mr. Addie on behalf of 187A, 187S, and 187P Departments, when he was transferred to Group 2 Operating. Good luck Larry in your new job.

On behalf of the General Office staff Mr. I. Koster presented Miss Rose Toderash of the Tabulation Dept. with a beautiful Lead Crystal ornament. Rose has left the company to take up employment elsewhere.
Best wishes Rose.

Mr. Frank Yerhoff on behalf of the General Office Staff presented Bryan Hanson with a Socket & Tool Kit. Bryan has been transferred from our Audit Department to Merchandising Dept. 57. Good Luck Bryan in your new position.

We Salute the Collection Department . . .



May 18th was a wonderful night for the Collection Department of the Regina Control Store. They had the distinction of winning the beautiful bronze and walnut plaque for the highest ratio of credit collections in the four Control stores of Simpsons-Sears. This was the first of a series of contests and it's a feather in our cap that Regina topped the list.

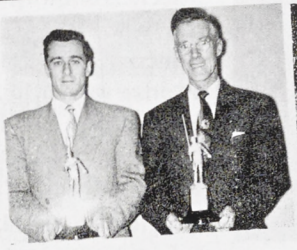
A dinner was held at the Drake Hotel and Mr. G. Henderson of Toronto presented the plaque to Norman L. Neff on behalf of the Collection Department. Guests included Mr. F. SOUTHMAYD, also of Toronto, MR. FRASER REID and MR. HARVEY MARSHALL and the staff of the Collection Department.

A pleasant evening was enjoyed by all and we feel sure the Collection Deparmtent will re-double their efforts to hold on to this plaque.

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REMEMBER THESE . . .

Back in 1954



FISHING . . .

Fred Redmond and **Bill Morrison** with trophies emblematic of the Fishing Championship of Simpson's, Simpsons-Sears 1954 Fishing Derby.

15

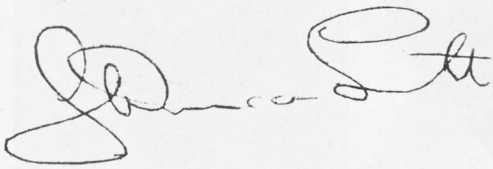


MR. DUNCAN SMITH

I welcome the opportunity to congratulate the editor and staff of The Digger on the publication of their 25th Anniversary issue this month.

The Digger has set a high standard in reporting, photography and production since its inception. It has been a very strong contributor to the morale in the staffs of both our companies whose philosophies agree that our employees are our greatest asset.

May The Digger look forward to another 25 years of unqualified success.



March 31, 1969.

HAROLD HUNTER
COMPLETES
35 YEARS



Harold, known as "Scoop" to his many friends, is a familiar figure around Simpsons-Sears. His career with our Company began in Prince Albert where he ran the Prince Albert Agency. After 8 years he was brought into the Regina Control Store where he sold furniture for a time. He was promoted to Assistant Manager of the Packing and Shipping Department under Mr. Strain and assumed the position of Manager of that Department upon the death of Mr. Strain. From Packing he was transferred to the Merchandising end of the business, where he is presently working.

Scoop was and still is a great sports fan. In his younger days he coached hockey teams and umpired Amateur and Semi-pro baseball. His favorite sport to this day is Baseball.

Scoop's daughter resides in Rome, Italy where she works for the Canadian Embassy – How many of us would turn down a chance to do the same.

Scoop is looking forward to retiring to the West Coast where the climate is milder and the winters short.

We wish you the best of everything in the years to come and on this 35th anniversary.

SUGGESTION AWARDS

SUPPLY COST COMMITTEE



Ev Addie
$10.00
– Reduction in size of an internal form.



Eva Winter
$15.00
– Salvage of order forms and envelopes.



Viv Holland
$15.00
– Reduction of Sectional Catalogues.

DORENE FOR QUEEN



Hi there! Want to meet Dorene? Yeah, me too! Dorene works in the Customer Accounts Dept., second floor at Simpsons-Sears. She is 21 years of age, stands 5' 6", has brown hair and eyes (and unlisted measurements).

Like most Prairie girls Dorene enjoys the great outdoors. She sluices down the powdery slopes at White Track in the winter and ripples through the waters at many of the Saskatchewan beaches in the summer. Dorene also knocks down pins at Prairie Lanes with the Simpsons-Sears 10-pin Bowling League.

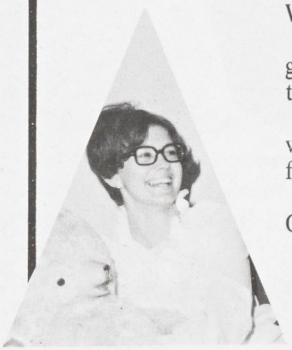
Dorene is also domestically inclined. Many of her clothes are designed and sewn personally. And can she cook. — WOW!

With all that she still retains the little girl quality when she cuddles with her toy "Teddy".

Dorene will visit both Stores and warehouses during the campaign. Watch for her, she would like to meet all of you.

Vote Dorene for Miss Saskatchewan Queen.







Tickets Anyone?

Have you bought your Wheat Queen Tickets? No!! See your local Social Club Rep, Peter Waskul and Daryl Dueck, or Dorene herself. You need not be a Social Club Rep to help us win. There is just no way we will be second.

CONTEST DEADLINE:
June 2





Another! 50 YE



EAR EMPLOYEE

JOINS THE HALF CENTURY CLUB

We congratulate

FRIEDA FIEHNE

on this momentous occasion

The exalted position of a 50 year employee, presently held by Ruby Stancove is soon to be shared by another fine employee, Freda Fiehne. These two gals, working for our Company for half a century, prove beyond a shadow of a doubt that the longer you work the younger you get. Both girls look ready for another 25 years service and are to be congratulated.

Freda's career started in the Statistical Department where she served as Messenger girl. Although the building hadn't reached its present size, it was still 8 Floors high and required a lot of hustling around. In those days everyone knew everyone else and this made the Messenger job most enjoyable.

Freda was promoted to the job of credit listing and from there went into the Returns department. In those days all returns came down a chute from the 4th Floor onto a long table where the girls opened them and took out the merchandise.

Freda enjoys travelling, and remembers the 25 Year Trip as her best. She journeys to the coast practically every year and in 1954, after the death of her mother, spent some time in the Company's rest resort, Glenerin.

Freda enjoys playing the piano, reading and sewing in her limited spare time.

Congratulations to you from everyone Freda. We hope this anniversary is one of the best ever and that you remember it always as a tremendous achievement.

Social Scene



with WINK

A place setting of "Old Country Roses" china was presented to Shirley Wilson when she left the General Office March 31st to be married. C.G. Reilander made the presentation on behalf of the General Accounting staff. Shirley will make her new home in Crane Valley, Saskatchewan. Many good wishes go with you Shirley.

Miss Beverly Boys was presented with a gift of earrings by the staff when she left the Credit Department.

Mrs. Jean Zakowsky was presented with a lovely bracelet and earring set by Mr. R. McIvor on behalf of Department 801 and the office girls, when she left the Company March 21st to make her home in Calgary. Best of luck to you, Jeannie.



Mrs. Lilly Kleisinger is shown in the accompanying picture being presented her roses by Mr. J.D. Smith on the occasion of her 25th service anniversary, April 7.

REMEMBER . . . February, 1968



RUBY STANCOVE

First to Complete 50 Years Service

February 14, 1968, will be a most memorable day for **Miss Ruby Stancove,** Department 150, 7th Floor Office, for on that day Ruby will have completed 50 years of loyal service with the Company.

We read in a 1944 Digger someone had written about Ruby — "She is generous and obliging to a fault, always ready to sympathize and help with the misfortunes of others". The years have not changed Ruby as the same is true of her today. She always seems to be able to remain cheerful. She is a very conscientious worker, and a loyal and kind friend. We, on the Digger along with your many friends in the Store and other Branches of the Company, take this opportunity of congratulating you, Ruby, on your long career with us and we wish you the very Best of Everything in the years to come.



TREV ROADHOUSE

NATIONAL ACCOUNT WEEK EMPLOYEE CONTEST

March 17th to 22nd

Simpsons-Sears' most important asset is their employees. This was demonstrated beyond doubt by the enthusiasm and participation during National Account Week.

National Account Week was a Booming success in the acquisition of new account customers and proved profitable to the participating employees. All we require now is to win three or four of the top National Awards to make it an outstanding success.

A display of a few prizes that will be awarded to the participating employees in the National Account Week was set up in the Regina Catalogue Centre cafeteria.

Peter Balogh of D/382 became so enthused when doing the art work on the poster that he declared himself the winner of the $1,000, prepaid account.

Ray Thibodeau, Manager of the Swift Current C.S.O. divided his staff into two competing teams, and with the added competition and full employee participation, they obtained 303 Account Referrals. CONGRATULATIONS to Ray and his staff for their tremendous results.

Regina Catalogue Centre also had a success story – Trevor Roadhouse. Trevor decided to earn sufficient money required for his 1969 licence plates; as there was no other avenue of obtaining this amount he went to work on the Account Referral Program. The end result neted Trevor $66.00 in approved accounts. CONGRATULATIONS Trevor for your tremendous effort and results.

National Account Week was fun and profitable for everyone participating; so let's not forget it can even be more profitable by ensuring all your referrals place a credit order before May 15, 1969.

EMMA SMITH

JOINS THE 25 YEAR CLUB

May 10



May 10th Emma will celebrate her 25th Anniversary with the Company.

She was born in Markinch, Sask., coming to Regina to receive her formal education.

In 1944 Emma began work with the Shoe Department in the Broad Street Store, later moving downtown. Emma has devoted all of her 25 years with the Company to selling shoes. She can well recall the tremendous demand for overshoes during the war years. They were flooded with overshoe shoppers every time they had them in stock.

Outside of work she enjoys making ceramics, and during the summer months she makes many visits to her cottage at KATEPWA LAKE.

Into the future, Emma is looking forward to the 25 Year Club Trip.

Congratulations, Emma, and we wish you all the best in the future.

Remember February 1949



Anybody Want a Lift?

Like the little Dutch boy who plugged the hole in the dyke with his finger, the drivers and trucks of The Robert Simpson Company helped bolster Regina's shattered transportation system following the disastrous January fire. It was the second time in as many years that the municipal transportation system was backed up by vehicles from various enterprises.

Simpson's helped maintain a schedule by providing a link between Eleventh Avenue and North Broad during the day's rush periods. The company bus was placed on a northside feeder line and remained in operation several days.

The transportation tie-up bore faint resemblance to pioneer life on the prairies; nevertheless the same spirit prevailed with everyone co-operating wholeheartedly. Sub-zero temperatures continued throughout the period but they did not seem to hinder the operation particularly, nor did they seem to dampen the spirits of its passengers.



ERIC FLETCHER

March 26, 1969

Dear Bill,

So this is the 25th Anniversary of The Digger!

I am very glad to extend to you, and to all the people who are concerned in the production of our Companies' booklet my warmest congratulations on the attainment of this the 25th milestone in the progress of The Digger.

Little did we know in 1944 when we launched the paper with the blessing of E. A. Pickering, Janet Haney and W. A. Farr that a Company epic was in the making.

I well remember, as you do, our first Editorial Board comprising Jean Wilson (Mrs. John Ryan), Dorothy Graham (Mrs. D. Ferguson), John Ryan, and you and myself. Clarence Snowfield was our photographer. Since then many hands, many hours and many events have made The Digger what it is today, the premier literary effort in the history of Simpson's and Simpsons-Sears.

Congratulations.

ON MAY 29th



PETER BINFET

Completes 40 Years

Peter Binfet, Assistant Manager, Group 4 Operating, celebrates 40 years service with the company on May 29th, 1969.

Peter started his career as a supply boy on the 2nd floor. The next few years saw him in several departments, although most of his work has been in warehousing with the last 20 years in Group Operating 4.

Peter enjoys hockey and football, but his real love is fishing and most of his days off are spent at the lake trying for a record catch. He is an honourary member of the Victoria Club and a member of the Holy Cross Parish.

Happy Anniversary Peter.

J I T

JOB INSTRUCTION TRAINING



Mr. Rick Helmsing conducted five afternoon sessions of Job Instruction Training during the week of February 17 - 21. The program involved instruction by the leader and individual participation by each group member. Mr. Hatton addressed the last session and presented individual certificates.

SPORTS AWAY BACK WHEN!



MORE SOCIAL NEWS

RUBY POWELL
TWENTY-FIVE YEARS



The sixth floor staff enjoyed themselves in preparing for the occasion of their first 25 Year Club Member. Mr. Hunter presented Ruby Powell with a luggage piece and personal gifts on behalf of the sixth floor staff and friends throughout the building.

Special guests were a brother and two sister-in-laws.

THRICE BLESSED

When baby is born, this is something quite nice
When triplets arrive its delightful and thrice
To Gerry and Bev Schieffert came this sweet array
Kathy Dawn, Beverly Kim, and then Cara Mae
Telephones happily gives honourable mention
To Grandmother Doris – then we must give attention
To Grandfather Bill in shoe repair
With three girls his trade will be handy there
Achievements like this seem simply no bother
To Bursary Winners like Gerry – Proud Father
Though diapers and bottles will now be threefold
The results will be joys more precious than gold
So Father and Mother and Grandmother too
Telephones sends hearty CONGRATULATIONS to you

by Marj Dickson

REMEMBER . . . December, 1945



GOING UP—SORRY!

These pretty girls actually have their "ups and downs" every day—not just once in a while like some of us. They are on the elevators on shifts from eight o'clock in the morning until five-forty-five in the evening—directing the crowds and giving a helping hand to all. Nice work, girls, and we thank you!

Left to right: Eva Carlson, Mary Keating, Artis Hill, Mabel Brault, Laura Crowler.

MARY MOCK

WITH SIMPSONS 40 YEARS



On May 13, Mary will reach another milestone in her life. This will mark the day of her 40th service anniversary with the Company.

In 1929 Mary started with the Company working as a cashier, after 1 year moving to the Exchange Desk, and finally to the Cash Office, where she is currently general cashier.

In her spare time, Mary enjoys watching sports, reading, and is extremely interested in music, especially opera. She also likes to travel. She attended the Worlds Fair in both New York and Seattle. Aside from this she has attended the Metropolitan Opera in Minnesota every year since 1957.

Remembering the past, Mary recalls the excitement and joys of her 25 Year Club Trip.

Congratulations Mary.

IMPORTANT NOTICE – READ CAREFULLY

The Social Club, your Club, is holding an open meeting on Wednesday, May 14, at 4:40 PM in the Ladies Lounge at Simpsons-Sears. If you are a member of the Social Club and you are interested in the affairs and activities that the Club sponsors, you will want to attend and present your views.

The meeting topic will be "Membership Dues!"

There are several reasons for holding this open meeting. Firstly, the Club is losing money – $2,000.00 in 1968, and secondly, the Club is losing members. The Club is losing money because the things that could be bought for 10¢ a week in 1944 are different than the things that can be bought for 10¢ a week in 1969. The Club is losing members because people don't feel they are getting 10¢ a week value. It is a dilemma that must be righted as soon as possible, and this meeting should be a definite step in the right direction.

Presently, the Social Club provides many services. It supports curling, golf, softball and bowling. It sends bouquets to members who become ill or suffer the bereavement of a close relative. It provides support to the camera club, the stamp club and the 4:40 club. It subsidizes two dances a year. It gives a Children's Christmas party. It provides lounge supplies. It throws a 25 Year Club send-off party. It holds a Bingo night.

In the present and coming year, the Club wants to extend its services to cover a wider variety of events, services and fun. We propose to reinstate the summer picnic. We plan to have an evening barbecue and dance at Ipsco Park. We are going to have a summer fish derby. We are going to hold at least four dances yearly. We are going to have some card parties. We are going to make the Social Club of Simpsons and Simpsons-Sears the best Club of its kind in Regina - - one that everyone will want to belong to and support.

Can we count on your attendance on Wednesday? If you can't attend the meeting personally, please write your suggestions and opinions down and present them to either Gord Way at Simpsons, or Wink Howland at Simpsons-Sears. Remember this is YOUR Club and it is YOUR opinions that count. This is one meeting that you will get your 10¢ worth at 'cause we're serving free coffee and there is no admission. Don't let us down. Come out and speak your piece for a better Social Club.

MORE SOCIAL NEWS

Mrs. Brian Leifso (nee Shirley Wilson) was honored recently when Mary Swalm entertained the General Accounting staff in her home. The highlight of the evening's entertainment was "The Shirley Story" with appropriate adjectives supplied by the guests. Gifts were presented to Shirley and a specially decorated Easter Bonnet cake was served with coffee at the close of a very pleasant evening. Lots of luck Shirley, and come to see us sometime.

Mrs. Eileen Cranna, Dept. 836, was presented with a Pin Wheel Goblet from the office girls when she retired April 11. Eileen was with the Company for 10 years. Happy retirement Eileen.

The Credit Department entertained Mrs. Dianne Deagnon to supper at The Elks Club when she decided to leave to take up a new position. She was presented with a bracelet and pin from the staff.

REMEMBER . . . July, 1949



Simpson's Welcome Barbara Ann



This bonny lass from Toronto caused quite a stir when she made a personal appearance at Simpson's . . . her charming smile and gracious personality won everyone's heart.

ERIC FLETCHER
RETIRES
MAY 31st



Mr. Fletcher was born in London, England coming to Canada and Regina at an early age. He received his education at Victoria and Central Schools.

After completion of his schooling Mr. Fletcher was engaged in a number of occupations before joining the Company in 1943. Mr. Fletcher's family also had a business called the Victoria Bakery Comapny in which he was involved prior to his joining the Company.

Upon joining the Company he took the job of Audit Office Supervisor, and later was given the Stock Taking Dept. as well.

After the changeover he came to the downtown store as Manager, Audit Office.

Mr. Fletcher was the 1st Managing Editor of The Digger, an honor which he is very proud of.

Outside of work, Mr. Fletcher enjoys playing golf, and does work for the St. Andrews United Church. He also supports the Chamber of Commerce movement.

After his retirement he plans to see that his hobbies take up a lot more of his time.

Mr. Fletcher we are going to miss you, and we wish you a very happy retirement.

DIGGER APPOINTMENT
REPORTING EDITOR



TREV ROADHOUSE

The Call of the Land

I can smell the land at the spring of the year,
The good brown earthen sod,
As I watch it creep from its dormant sleep,
Stirred by the hand of God.

I can smell the land and it calls to me,
As it steams in the warming sun,
The migrant bird in the morning heard,
Sings of the work to be done.

And I share man's guilt at the spring of a year,
With nuclear fissions unfurled,
That he should despoil his Maker's toil,
In the garden of the world.

Beryl Rasmussen,
High River, Alta.

Changes of the Season

The snow we tracked into the house,
Has really gone for good.
I know it's true that spring is here
for now . . . . . we're tracking mud!

REMEMBER THIS . . . December, 1946



The Christmas Candy Procession

Never did a camp "cookie" with his "Soups on—Come and get it" gather a crowd in such a hurry as you see in the above picture.

Candy has been on the "short supply" list for so long that when a good stock was recently received in the Mail Order, the Management believed that the staff would appreciate an opportunity of sharing the spoils. A ration system was organized and here we see close-ups of the staff in the Service Building lining up at 4:30 for their candy. It was good too!

REMEMBER . . . May, 1945

SIMPSON'S VICTORY LOAN GOES OVER THE TOP

WE'VE DONE IT AGAIN!!

The final results of our Eighth Victory Loan Campaign were $81,150.00 sold in Bonds alone on a quota of $74,700.00. In addition, pledges for the purchase of War Savings Stamps amount to $6,540.00.

I am especially proud to be at the head of such a splendid organization as Simpson's Employees' Victory Loan Committee because they have proven what can be done when the Employees work together. To those who helped in this and other Campaigns, allow me to express my most sincere and heartfelt thank.

Chas. Burton,
Chairman.



From left to right: C. E. Burton, F/O. W. C. Jackson, D.F.M., Kate Kennedy, E. A. Pickering, Evelyn Swayze, W. A. R. Brunt.